

2017 Lex Mundi Europe Regional Marketing and Business Development roundtable

March 22 – 24, 2017

Rome

Wednesday, March 22nd

- 6:00 p.m.** **Gather in the lobby of Hotel FortySeven to take the shuttle to the opening reception and dinner**
Via Luigi Petroselli 47, 00186 Rome
- 6:15 p.m.** **Opening reception and Dinner at Il Palazzetto**
Vicolo del Bottino 8, 00187 Rome
- 9:00 p.m.** **Depart restaurant back to Hotel FortySeven**

Thursday, March 23rd

- 8:15 a.m.** **Roundtable registration opens at Offices of Chiomenti**
Via XXIV Maggio 43 00187 Rome
- Breakfast will be provided**
- 9:00 a.m. – 9:45 a.m.** **Welcome and Self introductions**
- Please take a couple minutes to introduce yourself and your firm. Begin with your name, title, firm name and jurisdiction for which your firm is the Lex Mundi member. Please talk about:
- Your firm
 - Your background
 - Your role at the firm
- Any key programs/initiatives you are currently working on and what you hope to learn or takeaway from this meeting.
- 9:45 a.m. – 10:45 a.m.** **Lex Mundi update:**
- Presented by:** Carl Anduri, President, Kathleen Pope-Sance, Director of Marketing, Lex Mundi, and Eric Staal – Director of Business Development, Lex Mundi
- Lex Mundi Staff will discuss how the Lex Mundi strategy I designed to help member firms to compete against the rise of the global law firms, the entrance of the accountancy firms and the emergence of new business models.
- 10:45 a.m.– 11:00 a.m.** **Break**

11:00 p.m.–
12:00 p.m. *The Chilly Hours and Minutes of Uncertainty.*

Presented by: TBD

With a Trump presidency, Brexit, immigration and the rise of the far right in Europe, 2016 has been a year of seismic change and disruption. What is the wider socio-economic context for what we do? What does all this change mean and where is it going in 2017 and beyond?

12:00 –
1:00 p.m. *The impact of Technology and Artificial Intelligence (AI) on Law Firms*

Presented by: TBD

Description TBD

1:00 p.m.–
2:00 p.m. **Networking lunch**

2.00 p.m. –
3:00 p.m. *The impact of Millenials, Generation Y and the Snowflake Generation*

Panel Discussion: Moderated by Helen Cunliffe, Associate Director, International Business Development, Baker Botts (USA, Texas) and Alessandro Portolano, Chiomenti. partner in charge of lawyers HR (Italy).

As the profile of a typical lawyer evolves and as Generation Y prepares to move into the more senior positions in our law firms, what will firms be like and how will we work when they're in charge?

3:00 p.m. –
4.00 p.m. *Redefining the Lawyer/Client Relationship*

Presented by: Jaap Bosman, Founder & Principal Partner TGO Consulting

Jaap Bosman has established himself as a successful consultant to the international legal industry and has written a book ("The Death of the Law Firm") about the effects of commoditisation on the sector. In this session Jaap shares some of his latest thinking on the future of the legal industry. Jaap is a former Marketing & BD Director of Lex Mundi member firm for the Netherlands, Houthoff Buruma.

4:00 p.m. –
4:15 p.m. **Break**

4:15 p.m.–
5:00 p.m. *Hide or show? Finding the right balance: how to build a law firm brand*

Presented by: Gregorio Consoli, Co-Managing Partner in charge of Business Development and Communications, Chiomenti and Fabio Caporizzi, CEO Burson-Marsteller

Description TBD

- 5:00 p.m. Depart Chiomenti and walk back to Hotel FortySeven
- Meet the lobby of Hotel FortySeven to begin guided walking tour en route to dinner
- 7:15 p.m. Dinner at La Veranda
Borgo Santo Spirito 73, 00193 Rome
- 8:30 p.m. Depart restaurant back to Hotel FortySeven

Friday, March 24th

- 8:15 a.m. Breakfast at Chiomenti
- 9:00a .m. – 10:00 a.m. *The Rise of Digital Marketing*
- Presented by:** Nita Torni – Head of Marketing and Communications – Roschier, Attorneys Ltd. (Finland)
- The rise of digital marketing offers abundant possibilities for enforcing and developing your brand, and for profiling your firm and your experts, on a wider market than ever before. During this presentation we'll probe the possibilities and the things to consider when going digital.
- 10:00 a.m. – 11:00 a.m. *Brought to Account?*
- Presented by:** Deborah Hugill – Senior Business Development Manager, Mourant Ozannes (Guernsey and Jersey)
- As the barriers to competitive entry continue to fall in the legal sector, how real is the threat from the accountancy firms as they start to move into our market? How can we combat their reach, the power of their brands and their efficiencies of scale?
- 11:00 a.m.– 11:15 a.m. Break
- 11:15 a.m.– 12:15 p.m. *The impact of Mobility on Law Firms*
- Presented by:** Steven Ongeneat – Business Development Director – Liedekerke Wolters Waelbroeck Kirkpatrick
- The need for transparency, decreasing brand loyalty and the new world order all impact on engagement, internal and external. What can firms do in a world full of choices? The challenge is to develop a strong culture and

unique brand to have loyal clients and loyal staff.

12:15 p.m.– **Lunch, Program recap and Evaluation**
1:00 p.m.